

The Castle Press

119 Ways to Reduce the Costs of Printing



The Castle Press

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Planning & Communication

Printed project planner

- Develop a guideline for printed projects.
- Work as a group to complete a workable solution.

Team Members

Select people who will be committed to complete this project.

How does your printing project relate to the overall marketing plan?

- Products
- Positioning
- People
- Performance

What are the marketing objectives of the project?

- We want attention
- We want interest
- We want action

What marketing tactics will be used in the project?

How are you going to get the prospect to decide to buy our product or service?

What will the project design look like?

- What have you done in the past?
- What is the competition doing?
- What information is to be included?
- What look do you want to attain?

Developing the milestones

- Planning and scheduling
- The creative process
- Layout and digital prepress
- Printing and binding
- Fulfillment and distribution
- Post-project review

Post-project review

- How did we perform?
- Were we on budget?
- Were we on time?
- Did we meet our marketing goals?

Written specifications

- Clarify thinking
- Stop mistakes from happening
- Reduce costs

How many pieces should I print?

Well that depends...

Where does the money go?

Percentage cost breakdown for 10,000 copies of a 16-page booklet printed in four-color process, with 8 pictures and a final size of 8-1/2" x 11":

Art and composition	38%
Prepress work	17%
Research/copy	15%
Printing and binding	13%
Mailing	9%
Paper	8%

Cut production time and reduce costs

A rolling stone gathers no moss. Keep the project moving to save money.

Be open to new ideas on work flows

- Digital technology is here to stay.
- New technologies are usually disruptive.

What is your time worth?

This matrix shows a person's annual salary plus benefits, divided by the number of working hours less vacations and holidays.

Annual salary	Hourly wage
\$ 25,000	\$ 16.14
30,000	19.14



40,000	25.20
50,000	31.24
75,000	46.26
100,000	60.56

Understand your own company's strengths and weaknesses.

- Improve weaknesses through
 - Outsourcing
 - Training existing staff
 - Hiring additional staff
 - Acquiring additional equipment



Print Buying

Develop a relationship with your printer

Understand your printers strengths and services. How can they save you time and money.

Consolidate your company's projects

One of the first steps in reducing the cost of printing is to develop graphic standards for your company.

What is the most economical size to print?

- In the United States, 8-1/2" x 11".
- The most economical combinations of sheets or pages are:
 - Single sheets in multiples of 1, 2, 4, 8, 9, 10
 - 4-page brochures in multiples of 1, 2, or 4
 - 8-page booklets in multiples of 1 or 2
 - 16-page booklets in multiples of 1

What are combo runs and how do they work?

A combo run is when several different projects are printed on the same press sheet.

What is the cost differential between 6-page and 8-pages?

6-page folder cost per 1,000	
5,000 copies	\$103.96
15,000 copies	\$50.51

8-page folder cost per 1,000	
5,000 copies	\$85.20
15,000 copies	\$41.90

8-page saddle stitched booklet per 1,000	
5,000 copies	\$90.27
15,000 copies	\$46.38

What will bleed add to the cost of a 16-page booklet?

- 5,000 copies will increase by 2.93%
- 15,000 copies will increase by 4.46%

What is the cost differential between 8-, 12-, and 16-page booklets?

8-pages	5,000	\$85.25
	15,000	43.62
12-pages	5,000	\$84.42
	15,000	45.24
16-pages	5,000	\$66.13
	15,000	34.14

Could this project be printed on a perfecting press?

- This press prints on both sides of the sheet of paper in a single pass.
- There is a 50% reduction in printing time.
- Works best on projects with lighter ink coverage.

How much will we save if we make a booklet smaller?

	5,000 copies	15,000 copies
5-1/2" x 8-1/2"	-24.94%	-30.78%
6" x 9"	-21.38%	-23.61%
7" x 10"	Same as base line	
8-1/2" x 11"	Base line	
9" x 12"	5.88%	8.96%

Reduce Printing Costs Through Paper Selection

Why should you request a specific paper for your project?

- For budget purposes, compare apples to apples.
- It will strengthen your company's identity if you print a number of pieces during the year, or if you use more than one piece in the same package or proposal.
- Older pieces will not look yellow or shopworn, since all their papers will be the same color and shade.
- It will allow for creating combination runs, which will lower printing costs.

Why look at actual paper samples?

- Coated grades of papers come in more than 300 brands, weights, colors, and finishes.
- Text papers come in more than 1,000 brands, weights, colors and finishes.
- Actual stock samples can be weighed for actual postage costs.

Types of paper

- Book or text
- Cover

Available paper finishes

- Coated papers
- Gloss
- Dull
- Matte
- Coated one side C1S
- Uncoated papers
- Smooth
- Wove
- Vellum
- Felt

Available weights of paper

- Bond 16, 20, 24, 28, and 32 pounds
- Uncoated book 50, 60, 70, 80 pounds
- Coated book 60, 70, 80, and 100 pounds
- Uncoated text covers 65, 80, 100, and 130 pounds
- Coated cover 60, 80, 100, and 120 pounds

The proper way to specify paper

Papers are listed by weight, color, brand name or grade, finish and type, like:

- 70# natural White Starwhite Vicksburg Vellum Cover
- 100# White Balboa Dull Book
- 80# White Number 2 Gloss Cover

Look at comparable grades and be open to suggestions

- Nationwide comparable paper reference guide.
- Paper bargains come up and can be used for certain projects.

The most economical brands of paper

- Coated papers
 - Elite (Number 1)
 - Balboa (Number 2)
- Uncoated papers
 - Cascade Offset
- Text papers
 - Sundance Felt Text

Economies from reducing paper basis weight

- Book papers
 - 50 pound costs 17% less than 60 pound
 - 60 pound costs 14% less than 70 pound
 - 70 pound costs 12% less than 80 pound
 - 80 pound costs 20% less than 100 pound
- Cover papers
 - 65 pound costs 19% less than 80 pound
 - 80 pound costs 20% less than 100 pound



Comparison Chart — Coated Book and Cover Stocks



	Nationwide Papers	Comparative Grades
Premium Grade	Kromekote Enamel; Utopia Premium Gloss & Silk; McCoy Gloss, Velvet, Silk & Velour	Encore; Phoenix-Imperial; Reflections
Number One	Utopia One Gloss, Dull & Matte; Vintage Gloss & Velvet; Vintage Remarque	Brilliant Art Gloss; Celesta; Centura; Lumi-Art, Signature; Bravo, Ikono, Lustrò
Number Two	Utopia Two Gloss; Dull & Matte; Balboa Gloss & Velvet; Camelot Gloss; Elite Hi-Gloss & Velvet; Evergreen Gloss; Golden Gloss; Northwest Gloss & Dull; Sierra Gloss & Matte	Aero Lithofect; Luna; Opus; SK; Spectratech; Precision; Topcoat; Royal Impression; Sterling; Endeavour; Concord; Mead; Exact; Pacific; Productolith
Number Three	Utopia Three Gloss & Matte; Silverado Gloss & Matte	Citation; Fortune; Galaxy; Pacesetter; Rich; Somerset; Multifect
Premium Matte	Karma	Kashmir
Number One Matte	G-Print; Mohawk; Mountie; Utopia One	Royal Impression; Fontana; luna; Patina; SK
Number Two Matte	Utopia Two; Makers; Evergreen; Sierra	Concord; Mead
Number Three Matte	Utopia Three; Silverado	Fortune; Somerset
Castcoated	Kromekote; Lustrulux	King James; Mirrokote; Splendorlux; Chromolux; Pacesetter
Color Coated	Evergreen Natural; Jazz Karma Natural; Mountie Natural; Vintage Velvet Cream; Mohawk 50/10 Soft White; Utopia Two Matte Ivory	Lasercast; ikono Dull Creme; King James Colorworks; Lustrò Dull Crea; Kashmir Natural
Metallic Coated	Bindakote; Currency	Chromolux; Perfection Bright; Foil; Splendorlux
C1S & C2S	Cornwall; Carolina; Trulux	Resolve; Springhill; Texcover; Envirocote; Frankote

Comparison Chart — Text and Cover Stocks



	Nationwide Papers	Comparative Grades
Hi Whites	Navajo; Pagentry; Wausau; Bricuhie; Gilcrest; Starwhite; Finch; Super Maxopaque; Options; Pegasus; Mohawk Superfine	Strathmore; Curtis Brighwater; Regalia; Classic Crest; Graphic Starbrite; Speckletone
Wove & Vellum	Astrobrites; Benefit; Options; Sandpiper; Voice; Coronado; Evergreen; Quest; Starwhite Vicksburg; Sundance; Carnival; Genesis; Gilbert; Pegasus; quest; Synergy; Confetti; Halopaque	Brite Hue; Classic Crest; Curtis Brightwater; Environment Graphica; Hammermill; Riegel; Speckletone
Felt	Benefit; Carnival; Esse; Passport; Gainsborough; Teton; Sundance; Synergy	Americana; Beau Brilliant; Curtis; Fiesta; Gundee; Pastelle; Specklton; Tuscan Terra; Protera; RSVP; Feltweave; Paradox; Cardigan
Special Embossed	Gilbert Oxford; Outback, Coronado SST Stipple; Voice; Carnival Cordwain	Elephant Hyde; Enhance; Ridge; Highlight; Jersy; Curtis; Corduroy; Tuscan Pab; Regali
Linen	Carnival; Synergy; Filare; Gilcrest Linen; Howard; Mohawk	Classic Linen; Graphica; Howard; Nekosa; Cambric; Hammermill; Rhoddodendron; Strathmore; Royal
Laid	Synergy; Gilcrest laid; Fox River Select Laid; Mystique	Royal; Classic

Comparison Chart — Uncoated Book Stocks

Offset & Opaque	Cascade; Exact; Glacier Opaque; Halopaque; Finch Opaque; Aspen; Astrobrite; Plainfield Plus Opaque; Skyland Opaque; Super Maxopaque; Shieldcrest; Worx; Mustang	Cougar; Springhill; Husky; Flecopaque; Precision; Quantum Opaque; Skyland; Spectrum; Torchglow; Valorum; Willimsburg; Spectra Tech; Eclipse; Accent
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Comparison Chart — Writing Grade Stocks



	Nationwide Papers	Comparative Grades
Number One - Premiums	Benefit; Carnival Linen; Celebration; Champion Laid; Esse; Gilbert; Gilcrest Passport; Voice, Confetti; Gainsborough; Howard Linen; Sandpiper; Crushed Leaf; Royal Linen; Royal Silk; Starwhite Vicksburg; Gilbert Oxford; Mystique Laid; Pegasus, Compat 100	Brightwater; Crica; Classic; Curtis; Graphica; Elements; Environment; Hammermill; Strathmore; Proterra; Cambric; Caress; Concept; Dulcet; Enhance; Impressions; Nekoosa
Number Four Bond	Cascade; Cascade OM; Celebration; Champion Multi Purpose; Compat XOS; Synergy; Worx	Eureka; Fore DP; Replicopy; Spectratech; Springhill Relay DP; Tidal DP; Ardor; Aspen; Award; Colorsource; Jamestown Xero; Microprint; Image; Ultratech
100% Cotton	Gilbert Nutech; Fox River Select 100; 100 Cotton; Compat 100; Gilbert 100	Old Council Tree, Stramore Pure cotton; Distaff Linen; Cranes Crest
50% Cotton	Gilbert	Chieftan Bond
25% Cotton	Capitol Correspond; Filare Script; Fox River; Gilbert Neutech; Synergy; Compat	Classic; Environment; Graphica; Neehah; Strathmore; Chadwick

Comparison Chart — Speciality Grades

Bristols	Exact; Worx; Starwhite	Spectratech; Springhill; Strathmore Writing Bristol; Fairfield
Boards & Blanks	Carolina; Appleton; Radiant Fluorescent Board; Beveridge; Chipboard	Springhill; Texblanks; Calypso; Twinkote
Tag	Exact; Cascade; Worx	Eclipse; Springhill
Index	Exact; Cascade; Worx	Springhill; Spectratech
Carbonless	NCR	Imation; Mead
Gummed	Davac	
Pressure Sensitive	Fasson; Avery Labels	Starliner; Primline; Labelblank
Translucent	Gilclear; Glemma; Parchkin; Lucence; Patapar	UV Lultra; Parchtone; Graphika; Skytone; Astroparch
Other Speciality Grades	Yopo; Rubicon; Favini; Seawood Paper	Teslin; Tyvek

How to check paper opacity and show-through

- Because coating is less expensive than wood fiber, a heavier sheet may allow greater show-through than a lighter sheet
- Use an opacity guide to compare papers visually as a step in judging what paper weight and brand would be your best choice
- Create a design that mirrors the page that you are backing up

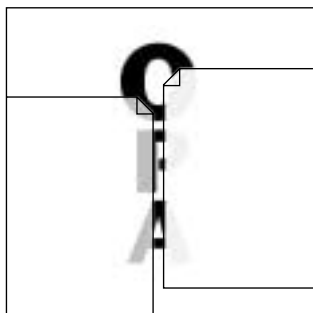
Benefits of developing a company paper standard

- Aids in judging printing bids and budgets accurately
- Allows combination runs
- Reduces shopworn looks because of paper shade differences
- Reduces the decision process time as to what paper to use
- Helps create a consistent company image identity

Utilizing full sheets if your project is a non-standard size

Standard sizes are:

- Bond paper 17" x 22"
- Book and text papers 23" x 35" and 25" x 38"
- Cover papers 20" x 26" and 26" x 40"
- Additional sizes are available. Verify during the planning process.
- Could the waste area of the sheet be used for another project?



Low-opacity paper will allow text or images printed on it's reverse side to show through the front side. High-opacity paper, will prevent "show-through" and greatly improve the legibility of what you print on it.

Castle Press house sheets

- Number 1 coated
 - Elite Gloss Book 70, 80, 100
 - Elite Gloss Cover 63, 80, 100
 - Elite Velvet Book 70, 80, 100
 - Elite Velvet Cover 80 and 100
- Number 2 coated
 - Balboa Gloss Book 60, 70, 80, and 100
 - Balboa Gloss Cover 75, 80
 - Balboa Velvet Book 57.4, 70, 80, and 103.4 (reply card)
 - Balboa Velvet Cover 75
- Uncoated
 - Cascade Offset Book 50, 60, 70, 80, 100
 - Cascade Reply Card 75

When should you make a direct-from-mill paper order?

- When a non-standard-sized project requires 2,000 pounds of paper—at least 144,000 8-1/2" x 11" sheets.
- Papers with specialty finishes and colors if more than 2,000 pounds is needed.
- When making a special mill order, accept a 15% to 20% underrun or overrun requirement.
- Allow 4-8 weeks

When should you avoid a custom paper order?

- Paper that is not stocked at the local mill warehouse ships directly from the paper mill, with a four carton minimum.
- Avoid ordering when your paper requirement is less than even cartons from a local mill warehouse.
- The least expensive is a purchase from local paper merchant.

Envelopes

When a project requires envelopes, what should you ask?

- Are you going to use a standard or special-size envelope?
- Is the size, weight, color, brand name, and finish stocked by your local paper merchant?
- Do not believe the paper mill swatch book.

Converting envelopes

- If the quantity is greater than 5,000, it is more economical to convert announcement envelopes.
- Convert business envelopes if you are using premium rag papers in a quantity greater than 50,000 for best economy.
- Some designs require that sheets are printed and then converted into an envelope.

Reduce printing costs through paper selection

- Use a color paper with color ink to create a three-color look.
- Do not use coated-one-side (C1S) cover papers if the same colors are printing on both sides.
- If you have a one-time project, investigate what paper is available on the spot or close-out market.

A “dummy” is not the guy down the hall

A paper dummy is a construction of your project made out of the paper that you are going to use.

A paper dummy will

- Show if the paper stock is appropriate for your project
- Show if it will fold the way you anticipated
- Help you visualize copy flow
- Show how flat the project will lay, plus the amount of creep on the inside pages
- Show how tight your margins can be
- Alert you to show-through and other problems
- Alert you to possible need for hand operations
- Show what size panels should be
- Show the amount of cracking you can expect on the spine

Reducing cracking on the spine

- Thinner stocks crack worse than thicker.
- Some cracking will always occur.
- Try to print with the proper grain direction.
- Cylinder press will give you the best score.
- Always score 100# book or heavier.

A-Style Square Flap Announcement Envelopes

For use with announcements, small booklets, brochures or promotional pieces.

A-2 Size

Envelope	4- 3/8 x 5- 3/4
Single Card	4- 1/4 x 5- 1/2
Narrowfold Card	4- 1/4 x 11
Broadfold Card	5- 1/2 x 8- 1/2
French Fold Sheet	8- 1/2 x 11

A-6 Size

Envelope	4- 3/4 x 5- 1/2
Single Card	4- 5/8 x 6- 1/4
Narrowfold Card	4- 1/2 x 12- 1/2
Broadfold Card	6- 1/4 x 9
French Fold Sheet	9 x 12- 1/2

A-7 Size

Envelope	5- 1/4 x 7- 1/4
Single Card	5- 1/8 x 7
Narrowfold Card	5 x 14
Broadfold Card	7 x 10
French Fold Sheet	10 x 14

A-8 Size

Envelope	5- 1/2 x 8- 1/8
Single Card	5- 3/8 x 7- 7/8
Narrowfold Card	5- 1/4 x 15- 1/2
Broadfold Card	7- 3/4 x 10 1/2
French Fold Sheet	10- 1/2 x 15- 1/2

A-10 Size

Envelope	6 x 9- 1/2
Single Card	5- 7/8 x 9- 1/4
Narrowfold Card	5- 7/8 x 18 1/2
Broadfold Card	9- 1/4 x 11- 1/4
French Fold Sheet	11- 1/4 x 18- 1/2

Envelope Styles *All sizes in inches*

Slimline or A-Long

Envelope	3- 7/8 x 8- 7/8
Single Card	3- 3/4 x 8- 5/8
Narrowfold Card	3- 3/4 x 17- 1/4
Broadfold Card	8- 5/8 x 7- 1/2
French Fold Sheet	7- 1/2 x 17- 1/4

Baronial Pointed Flap Announcement Envelopes

Traditional announcements are manufactured from white and ivory shades. Also available in colors and finishes.

4 Baronial Size

Envelope	3- 5/8 x 5- 1/8
Single Card	3- 1/2 x 4- 7/8
Folder	4- 7/8 x 7
Panel Margin	1/2

5 Baronial Size

Envelope	4- 1/8 x 5- 1/2
Single Card	4 x 5- 1/4
Folder	5- 1/4 x 8
Panel Margin	1/2

5 1/2 Baronial Size

Envelope	4- 3/8 x 5- 3/4
Single Card	4- 1/4 x 5- 1/2
Folder	5- 3/4 x 6- 1/2
Single Card	4- 5/8 x 6- 1/4
Folder	5- 7/8 x 8- 7/8
Panel Margin	5/8

Lee Baronial Size

Envelope	5- 1/4 x 7- 1/4
Single Card	5- 1/8 x 7
Folder	6- 5/8 x 10
Panel Margin	5/8

Commercial Envelopes

with a diagonal seam. The paper used is a 20, 24, and 28 pound white wove envelope paper. Other papers are available on a limited basis.

Commercial Envelopes

6- 1/4	3- 1/2 x 6
6- 1/2	3- 1/2 x 6- 1/4
6- 3/4	3- 5/8 x 6- 1/2
7	3- 3/4 x 6- 3/4
7- 3/4	3- 7/8 x 7- 1/2
Monarch	3- 7/8 x 7- 1/2
Check	3- 5/8 x 8- 5/8
9	3- 7/8 x 8- 7/8
10	4- 7/8 x 9- 1/2
11	4- 1/2 x 10- 3/8
12	4- 3/4 x 11
14	5 x 11- 1/2

Remittance Envelopes

Tu Way	3- 1/2 x 6- 1/2
6- 1/4	3- 1/2 x 6
6- 1/2	3- 1/2 x 6- 1/4
6- 3/4	3- 5/8 x 6- 1/2
9	3- 7/8 x 8- 7/8

Booklet Envelope

The booklet envelope has the opening on the long edge of the envelope.

Standard stock is 24 and 28 pound white-wove envelope stock.

Before designing a piece to fit a booklet envelope, check with Castle Press Customer Service to verify that it is available.

Number	Size
3	4- 3/4 x 6- 1/2
4- 1/2	5- 1/2 x 7- 1/2
5	5- 1/2 x 8- 1/8
6	5- 3/4 x 8- 7/8
6- 1/2	6 x 9
--	6 x 9- 1/2
7	6- 1/4 x 9- 5/8
7- 1/4	7 x 10
7- 1/2	7- 1/2 x 10- 1/2
9	8-3/4 x 11- 1/2
9- 1/2	9 x 12
10	9- 1/2 x 12- 5/8
13	10 x 13



Reduce Printing Costs Using Proper Digital Files

Desktop Publishing Trends

Design and Graphic Arts Industry

- MAC platform
- QuarkXPress
- Illustrator
- Photoshop

Corporate America

- PC platform
- Pagemaker
- Illustrator
- Photoshop



Immediate action items when preparing digital files in-house

- Do not use non-standard software programs
- Use the latest version of software
- Use MarzWare Flight Check
- Send printer complete digital files

Basic page layout and set-up considerations

- If you are doing something for the first time, ask for some help.
- Our digital experts enjoy walking through a procedure with you.
- Also, refer to the Castle Press booklet on How to Create a Digital File.

Common page set-up problems

- Use a size that will economically fit the press and paper sizes.
- Build the files to their actual final sizes.
- Build the files as single pages with 1/8 inch bleed allowances.
- Design multi-page documents with folios or page numbers on inside pages.
- If the project is to be drilled, show the holes on the master layout.
- If using crossovers, design ones that work.

Bleed...is more than what happens to your profit-and-loss statement during a bad quarter.

What will a bleed add to the cost of a 16-page booklet?

5,000 copies	2.93%
15,000 copies	5.26%

How tight can you make margins?

Tolerances that should be planned for

Printing	± 1/64 inch
Die-cutting	± 1/32 inch
Folding	± 1/16 inch
Final Trimming	± 1/16 inch

How to save money when specifying ink colors

- Print only 1-, 2-, 4- or 6-color projects.
- If printing four-color process, consider not using additional PMS or spot colors.
- Use spot color for small type and tight reverses.
- If using metallic ink, request a Castle Press procedure sheet.
- When creating a four-color black request a Castle Press procedure sheet.

More ways to reduce costs

- When using spot colors, use correct and consistent names from file to file.
- Delete extra non-used colors.

No surprises with our photos

- Original or stock photography, CD, digital photography, which way to go?
- Predetermine the output size so that the proper DPI is used.
- Scan at 304 DPI for best results.
- Name the files with short descriptive names.

Photos and blends

- When furnishing altered photos, include Photoshop layered files.
- Create blends in Photoshop to eliminate banding.

Reduce Press and Bindery Costs

Before turning over your job to the printer

- Review the organization of the file. Verify information is correct and complete.
- Save the files in the correct file format.
- Include all images and embedded files.
- Include printer and screen fonts in the same folder.
- Collect your job using FlightCheck, QuarkXpress, or Pagemaker, etc.
- Output a final set of lasers that match your document.
- Have a third person proofread final lasers.
- Pre-flight your document using FlightCheck, review and make necessary adjustments.
- Copy files to a disk or CD, or upload to our FTP.
- Provide a folding dummy
- A set of printing specifications
- Discuss any quality concerns
- Discuss the final use of the job

What methods of proofing are appropriate for your job?

- Laser proofs of page layout
- Rainbow digital proof
- Blueline
- HP plotter color proof
- Match Print color proof
- Read the proof tag to another person to verify the information before signing.

Printing

Match the technology you use to the quantity of pieces that you require.

Single page documents

- One color (black) single-page document
- Single-page projects, print on Docutech up to 5,000
- Over 5,000 pages print traditional offset printing
- If project requires a PMS color ink, you will be limited to traditional offset printing

Multi-page documents

- Less than 1,100 copies, print on Docutech
- Over 1,100 copies, print traditional offset
- If the printing requires a PMS color, you will be limited to offset.

Printing four-color process

- Up to 900 pieces, print on Xeikon digital press
- Over 900 pieces, print using traditional offset
- If your project requires variable data, it can only be printed on the Xeikon digital press.

What is the difference in 1-, 2-, 4-, and 6-color printing?

Percentage increase for

1-color	0.00%
2-color	29.84%
4-color	84.60%
6-color	155.95%

Based on 5,000, 8-1/2" x 11", 16 page.

Some ideas to reduce the cost of presswork

- Perfecting 1- and 2-color projects.
- Run similar projects as a combination press form.
- Run gloss paper instead of spot varnish.
- When printing large quantities, consider 4/2 and common ink colors when laying out press forms.
- Overall varnish is less expensive than spot varnish.

Some ideas that will increase the cost of presswork

- Plan on varnishing reflex blue and metallic colors.
- Designs that will not allow for proper ink trapping.
- Large solid areas of PMS colors that require a double hit of ink.
- Heavy solids next to panels of screen tints or gradations.
- Large areas of solid ink coverage.
- Reversed type of 10 points or smaller
- White panels or large reversed type inside a solid area will ghost.



- Creating four-color drop shadows in gray made up of all colors instead of black only.
- Printing four-color process on uncoated paper with the same look as on coated paper.
- Specifying matte coated paper for quickturnaround projects.

Binding and finishing of your project

What binding method should you use?

- Loose-leaf
- Saddle stitch
- Perfect binding
- Wiro binding
- Case binding

When to use saddle-stitch binding

- Range of 8 to 96 pages
- Lowest-cost binding method
- Project requires quick turn-around

When to use perfect binding

- 48 or more pages
- Square backbone design requirement

Case binding

- Minimum number of pages is 48
- Signatures are sewn together
- Covers can either be hard or soft

Wiro binding

- Wire rings make for a strong binding method
- Minimum number of pages is 32
- Lays completely flat when in use

Loose-leaf binding

- Commonly uses a 3-ring binder
- Best for projects that have multiple pieces
- Easiest binding method to update

Savings to score a cover on the saddle-stitch binding machine

- On 5,000 copies, save 2.4%
- On 15,000 copies, save 4.3%

Can you use existing dies if you die cut?

Asking first and designing later could save you \$50.00 to \$500.00 on your next project that requires a die.

Presentation folders and pockets

- Standard size is four 9" x 12" pages
- Literature pocket can be up to 4" deep
- Capacity pockets increase cost by 63%
- Adding one panel increases cost by 57%

Common embossing pitfalls

- Save money by discussing the design early in the planning process. What you imagine should work but doesn't always.
- The image is not bold enough
- Paper is too smooth and/or too thin
- Consider what backs-up to the embossed area
- Designing for a sculpted die with no budget
- Embossed areas greater than 5" x 7" inches

Common foil-stamping pitfalls

- Heat and pressure can give you that rich gold foil look
- An image or type that is too small or delicate
- Poor choice of foil color
- Not taking the direction of the foil pattern into consideration
- Spacing the image over several areas of the sheet
- Large solids and fine lines on the same die

What types of projects require hand assembly?

- Using several different types of individual pieces of paper.
- Special folds and gluing.
- Attached nonprinted objects.
- Projects that insert into one another, such as an envelope or folder.



Reduce Mailing & Shipping Costs

Six things to consider doing when designing a mailer

- Design the piece for mail automation
- Layout so that only one tab is required
- Include Return Service Requested on the face of the mailer
- Make a paper dummy
- Get post office approval of the design
- Get a signature from the post office employee who approved the design

Standard Mail (Bulk Mail)

- Savings using Standard or bulk rate is 28.78% cheaper than first class.
- You are required to purchase a special permit (or you can use Castle Press permit at no charge)
- The minimum number of pieces you can mail is 200
- The weight of the piece cannot exceed 16 ounces

Postcard mailings are an effective marketing tool

- The best size for a postcard is 4-1/4" x 6"
- First class post card rate is less expensive than standard rate.
- Print a six-part marketing program as a single combination form and mail every 6 to 8 weeks.
- Do your mail drops on Monday

Your mailing list is gold!

- The most important part of a direct marketing program is the mailing list.
- An incorrect name wastes not only the postage but the cost of printing the piece.
- Make one person responsible for list maintenance.
- Collect data so that it can be retrieved for mailing and other purposes.

Ideas that reduce the cost of postage

- Make a paper dummy to verify that you are under one ounce.
- Keep the size of your mailer within standard limits.
- You can get a discount on the cost of first-class mail if mailing 500 pieces and can automate.

Shipping

- The best way to save money on shipping is to discuss expectations at the beginning of the project.
- What will the distribution be (immediate use, mail, warehouse, drop shipment)?
- What will the best method of shipment be, and what are the corresponding costs?
- If an expedited shipment is required, can a partial shipment be made?
- What information should be included on the carton label?
- If shipments are out of state what is the routing?
- How much should the shipment be insured for?
- Review the faxed delivery receipt to verify information.

Develop a business communication partnership with The Castle Press

- Improved work flow through better understanding
- Reduced delivery times
- Contract pricing
- Lower purchasing costs



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